

**Deputy Associate Administrator for the
Office of Public Engagement and Environmental Education
GS-0340-14**

Introduction

This position is located in the Office of Public Engagement and Environmental Education (OPEEE), in the Office of the Administrator. As the Deputy Associate Administrator for the Office of Public Engagement and Environmental Education, the position serves as an alter ego to OPEEE's Associate Administrator (AA) and shares fully with the AA in the direction of all phases of the Office's program work. Participates with the AA in planning, organizing, directing, controlling and coordinating the programs of the Office. Provides support and shares with the AA in the administration and evaluation of all office activities including the planning, management, direction and control within the Office. Exercises delegated authority to oversee the overall planning, direction and timely execution of administrative programs and activities.

In this capacity, the incumbent is responsible for assisting the Associate Administrator in planning, directing, and executing public outreach activities in support of Agency priorities and ensuring public participation by outside organizations in EPA's regulatory and informational activities. The incumbent is also responsible for the following:

- Establishing and maintaining close working relationships with a broad range of public and private-sector organizations to: 1) anticipate and address stakeholder concerns regarding Agency and environmental matters; (2) keep senior EPA officials apprised of stakeholder needs, perspectives, and issues; (3) promote and support stakeholder involvement and public participation in Agency decision making; and (4) identify opportunities for public/private partnerships;
- Ensuring that comprehensive and integrated communications planning occurs with stakeholders on Agency activities; and
- Implementing policies and procedures in support of the EPA 's National Agenda on the Faith-Based Initiatives.

Major Duties and Responsibilities

1. As the alter ego to the Associate Administrator of the OPEEE, assists in handling the day-to-day management of issues and provides technical guidance to the OPEEE staff. Oversees the process of staff assignments, determination of duties and priorities, and delivery of the desired outcomes.
2. Oversees the key elements of developing and integrating strategic messaging, brand management, timing of product rollout and other related coordination and communication strategies and responsibilities. The incumbent advises managers and workgroups to develop specific written materials, standards, guides, protocols, and handbooks on particular areas of interest to the Administrator and OPEEE. Identifies strategies and implements new and innovative ideas to support the Agency's publications activities. Identifies and develops ways to resolve problems or cope with issues which directly affect the accomplishment of principal program goals and objectives.

3. Conducts comprehensive analyses and contributes insight and information as to the need for new strategies. Makes recommendations on analyses that may determine the impact of developments and trends which appear to significantly influence the Agency's environmental and management programs. Develops detailed plans, goals, and objectives for the long-range implementation and administration of the program. Where appropriate, ensures that risk communication language is included in print products and that product content provides clarity to the information being addressed by its targeted audience.
4. Works closely with the Associate Administrator for OPEEE as well as OPEEE staff to ensure that the Administrator's policy issues are reflected in work. Advises and assists the Associate Administrator for OPEEE in the development, editorial and decision-making processes for publications activities. Program and policy issues addressed by the incumbent involve delicate and interrelated issues which cut across the full spectrum of the Agency's strategic communication plans.
5. Advises the Associate Administrator of policies and programs designed to inform the public and targeted audiences concerning the aims, progress results and background of the various written media on environmental programs and related activities conducted by the Agency. Assists with the development of agency guidance and recommends and plans activities to meet goals and objectives set by the Associate Administrator for OPEEE and senior level officials. Plans and carries out major program evaluation studies. Findings and recommendations are given to senior management, including the Associate Administrator, and often serve as the basis for new administrative systems, legislation, regulations, or programs and communication strategies.
6. Exercises supervisory personnel management responsibilities. Advises and provides counsel to employees regarding policies, procedures, and directives of management. Selects or recommends selection of candidates for vacancies, promotions, details, and reassignments in consideration of skills and qualifications, mission requirements, and EEO and diversity objectives. Develops, modifies, and/or interprets performance standards. Explains performance expectations to employees and provides regular feedback on strengths and weaknesses. Holds employees responsible for satisfactory completion of work assignments. Appraises subordinate workers performance ensuring consistency and equity in rating techniques. Recommends awards when appropriate and approves within-grade increases. Hears and resolves employee complaints and refers serious unresolved complaints to higher level management. Initiates action to correct performance or conduct problems. Effects minor disciplinary measures such as warnings and reprimands and recommends action in more serious disciplinary matters. Prepares documentation to support actions taken. Identifies employee developmental needs and provides or arranges for training (formal and on-the-job) to maintain and improve job performance. Encourages self-development. Approves master leave schedule assuring adequate coverage for peak workloads and traditional holiday vacation time. Demonstrates sensitivity to ideas of subordinates. Promotes an environment in which employees are empowered to participate in and contribute to effective mission accomplishment. Applies EEO principles and requirements to all personnel management actions and decisions, and ensures all personnel are treated in a manner free of discrimination. Periodically reviews position descriptions to ensure accuracy, and the most effective utilization of personnel resources. Explains classification

determinations to subordinate employees.

7. Performs other duties as assigned.